



NAB LOCALISM REPORT

Since signing on back on June 24, 1956, WISC-TV has made serving its local community a top priority. From early attempts at local programming such as "The Farm Hour" and "Circus 3" to its current daily schedule of hours of high-tech and award-winning local newscasts, WISC-TV has always strived to meet the unique demands of its local audience.

Here is a more detailed look at WISC-TV's commitment to localism:

LOCAL NEWS ON-AIR

WISC-TV airs twenty-seven hours of local news every week. Of the eight hours available for local programming every weekday before midnight, five hours are dedicated to local news. WISC-TV's local newscasts include:

- *News 3 This Morning* airs Monday-Friday from 5-7 AM. This telecast increased from 90 minutes to two full hours in August 2002.
- *News 3 This Morning Replay* airs Monday-Friday from 9-10 AM. This hour of news was added in January 2001.
- *News 3 at Noon* airs Monday-Friday from 12-12:30 PM. This continues to be the only local midday news broadcast in the Madison market.
- *Live at Five* airs Monday-Friday from 5-5:30 PM. The program debuted in April of 1974, making WISC-TV the first station in Madison and one of the first in the country to broadcast local news each weekday at 5 PM.
- *News 3 at 6* airs Monday-Saturday from 6-6:30 PM.
- *News 3 at 10* airs every night: Weekdays from 10-10:35 PM and Saturday and Sunday from 10-10:30 PM.
- *News 3 at 5:30* airs Sundays from 5:30-6 PM. This continues to be the only local Sunday afternoon news broadcast in Madison.

LOCAL NEWS ON-LINE

WISC-TV employs a full-time person to provide local news content on its award-winning Web site, Channel 3000. In addition to being an on-line resource for information presented on air, Channel 3000 provides its users with much exclusive content as well as live streams of local news events, such as presidential candidate John Kerry's recent rally in Madison with Bruce Springsteen. Channel 3000 has twice won the Edward R. Murrow Award for Excellence in Journalism.

EDITORIAL CONTENT

Begun in 1992, WISC-TV is currently the only station in Madison to feature nightly editorials. Presented by Editorial Director Neil Heinen, recent editorials have focused on the problems of Madison's annual Halloween celebrations, improving mental health care in Wisconsin prisons, and proposals to build a light-rail system in Madison.

LOCAL PUBLIC AFFAIRS

Since signing on in 1956, WISC-TV has produced a local public affairs program. Now titled *For the Record* and hosted by Editorial Director Neil Heinen, *FTR* is a half-hour broadcast that focuses on state and

local issues and activities. Recent shows have examined Wisconsin and the 2004 election, the proposal to set up a sister city relationship between Madison and the Gaza town of Rafah, and the opening of Madison's new Overture Center for the Arts. Recent guests have included Madison Chief of Police Noble Wray, Congresswoman Tammy Baldwin, and new University of Wisconsin System President Kevin Reilly.

In addition to their appearances on *FTR*, community and political figures are regular fixtures on our newscasts, most often stopping by *News 3 This Morning*, *News 3 at Noon*, or *Live at Five*.

CREATING OR SELECTING PROGRAMMING

Management at WISC-TV conducts a quarterly community leadership meeting as well as a semi-annual children's task force meeting to ensure that the station is addressing issues important in our community. On a daily basis, viewer telephone calls, e-mails, and letters are promptly addressed and suggestions duly noted. Throughout the year, WISC-TV's Editorial Board meets to establish a news and information agenda that relies heavily on this crucial feedback from the public.

Examples of network preemptions for programming of local interest includes: Political debates (Senatorial, Mayoral, Gubernatorial) as well as our extensive commitment to University of Wisconsin sports, which includes live broadcasts of men's and women's basketball, men's hockey, and football. In conjunction with UW-Madison, WISC-TV and UPN14 also air a weekly program dedicated to the Wisconsin Badgers entitled *Badger Sports Report* which features football coach Barry Alvarez during the football season and basketball coach Bo Ryan during the basketball season. WISC-TV also recently preempted an hour of CBS primetime for coverage of the Overture Center for the Arts opening as well as another hour for the telecast of a new documentary about Madison's downtown district entitled *Madison 53701*.

EMERGENCY PROGRAMMING

WISC-TV interrupts programming when major news or weather situations occur with immediate impacts on our viewing area. Recent tornadoes resulted in our weather staff being on the air for several total hours, while the discovery of missing UW student Audrey Seiler and the related potential of an at-large dangerous felon also warranted extensive live coverage that overrode our regularly scheduled programming.

WEATHER FORECASTING

WISC-TV uses weather equipment manufactured by Meteorlogix of Burnsville, MN. In late May 2004, Meteorlogix's Media Division was sold to Weather Central of Madison. We are now receiving weather data and equipment software and support through Weather Central.

Our main on-air weather graphics system is the MxWeatherSpan RT. This takes weather information such as satellite, radar, current and forecast weather conditions, and weather warnings and displays it over realistic terrain base maps, allowing us to provide weather coverage from a global scale down to a city level. In the near future, we will be switching to the MxWeatherSpan X, which allows much faster manipulations and updates of weather data using PC-based technology and Linux and Windows operating systems instead of the current Unix-based Silicon Graphics computers.

WISC-TV also has the MxWeatherSpan StormCommander Radar Display/Severe Weather computer. This computer takes National Weather Service NEXRAD Doppler radar information and alpha-numeric weather data and displays it over high-resolution terrain maps using GIS technology for very precise positioning of the data. This computer also does manual or automatic storm tracking using the NEXRAD data, showing storm information and projected arrival times. The radar and warning data is also placed on a small map that can be displayed over programming during severe weather. The computer also generates text crawls that take severe weather bulletins and information updates on severe weather and places it into a text crawl that runs at the bottom of our programming.

The station also has "real-time" weather information that can be displayed on a computer terminal provided by remote weather stations placed at remote locations (mainly schools) in portions of our viewing area. The software is provided by Praxsoft, Inc. and can integrate with the Weather Central data.

AMBER ALERT / EAS

WISC-TV does participate in both the Amber Alert program and the Emergency Alert System. Amber Alerts have aired three times since its inception less than two years ago, while reports are kept in our station's public file detailing the number of times the EAS has aired.

POLITICAL PROGRAMMING

In addition to airing the national Presidential and Vice Presidential debates, WISC-TV broadcasts candidate debates specific to our viewing area. The station has aired U.S. Senate debates (the most recent ones on August 21, 2004, between the four Republican candidates and October 22, 2004, between incumbent Russ Feingold and challenger Tim Michels) as well as gubernatorial debates (most recent on November 3, 2002) and mayoral debates (March 25, 2003). Several debates have also aired on our sister station, UPN14.

Where the candidates stand on important issues is a large part of our news programming around election time. Special news series are devoted not only to covering the candidates and the issues, but also to the truthfulness of individual political ads seen on WISC-TV ("Reality Check"). Candidates are also interviewed on local newscasts as well on our public affairs program *For the Record*; most recently incumbent Congresswoman Tammy Baldwin and challenger Dave Magnus appeared on *FTR* on October 24, 2004.

Along with Wood Communications Group, Wisconsin Public Radio, Wisconsin Public Television, and the *Wisconsin State Journal*, WISC-TV is a partner in "We the People," a civic journalism project. Among other things, this partnership means that WISC-TV makes it a priority to cover local campaign and convention events. This commitment was made clear in the most recent presidential election, when Wisconsin's position as a battleground state meant candidates and others representing specific candidates seemed to be in the state almost daily. These visits were granted extensive coverage on WISC-TV as well as being reported on-line as part of Channel 3000's broad campaign coverage. When possible, video and audio of many events were even streamed live on Channel 3000.

CIVIC, CULTURAL, AND OTHER COMMUNITY-RESPONSIVE PROGRAMMING

WISC-TV and its sister station air several weekly programs targeted to specific segments of the community:

Now in its 38th year, *Apostolate to the Handicapped* is a half-hour religious mass targeted to viewers who are unable to leave their homes to attend a more traditional service. WISC-TV airs the mass at no cost to the Diocese of Madison.

WISC-TV and its sister station UPN14 also air several educational shows for the benefit of our youngest viewers. Between the two stations, there are eight weekly hours of programs identified by the FCC as educational/informative to viewers 16 and under.

WISC-TV covers local events on almost a daily basis. Recent varied examples include the opening of the Overture Center for the Arts, farmers markets, Wisconsin Chamber Orchestra's annual Halloween concert, the opening of the play "Audrey Seiler, Where Are You?", a bridal expo, an adoption fair to raise awareness of the benefits of becoming a foster parent, a career fair, a "have a heart" health fair for the African-American community, and numerous live reports from high school football games.

PUBLIC SERVICE

WISC-TV is the leading sponsor of several community outreach campaigns every year. Two of the most successful are the Community Baby Shower, where viewers are asked to donate new and gently used items for lower-income families with new additions, and Koats for Kids, where viewers are asked to donate used children's outerwear. In 2004, the Koats for Kids drive alone generated 12,292 donations.

Some examples of the dozens of local public service announcements recently run by WISC-TV and UPN14 include ones sponsored by the Madison Rotary Club on the importance of working and the importance and availability of affordable housing. Other local PSAs promote river safety and the dangers of smoking. WISC-TV also produces and airs a series of PSAs targeted to younger viewers called "Time for Kids." In

recent months these spots have promoted healthy eating, the importance of playing safe, the benefits of owning and caring for a pet, the importance of turning to family for help in times of trouble, and the benefits of expressing creativity through writing, playing an instrument, or some other art form.

Elsewhere, WISC-TV has news franchises dedicated to other issues affecting our viewing area. For example, our “On Your Side” reporter rates products, informs viewers of recalls or other product safety concerns, and warns of consumer rip-offs. Also, our continuing “Eye on Health” series provides information on the latest medical advances while also promoting healthy diet and lifestyle.

MUSIC

Local artists have several opportunities to promote themselves, their music, and their concert appearances on WISC-TV and UPN14. Chief among these is the weekly program *The Urban Theater*, which devotes a full half-hour each week to a local band or musician. Every episode of *The Urban Theater* features both songs and interviews between host John Urban and his musical guests. Styles of music represented include rock, jazz, bluegrass, and country. An equally wide array of musical genres are welcome on *News 3 This Morning*, *News 3 at Noon*, and especially *Live at Five*. All three of these newscasts regularly feature not only local musicians but also local dancers, actors, and artists promoting upcoming performances or exhibitions. In addition, *Live at Five* in November 2004 presented a series on “Music Appreciation 101” that explored disparate genres of music ranging from jazz to hip-hop to opera.

STATION PARTICIPATION IN COMMUNITY ACTIVITIES

Several of our employees sit on the boards of non-profit and charitable organizations, including United Way of Dane County, Wisconsin Chamber Orchestra, Boys and Girls Club of America, and Downtown Madison. In addition, WISC-TV holds a very successful annual United Way drive. Also, our station is regularly involved in several fundraisers for charity, including the Race for the Cure (breast cancer) and Light the House (Ronald McDonald House).

WISC-TV’s “Eye on Health” segments repeatedly encourage regular health screenings for men and women while giving diet and lifestyle advice that can help viewers lead a healthier and longer life. Other segments concentrate on blood drives, fire/disaster relief, and other ways that viewers can make a difference in our viewing area.

WISC-TV’s monthly “Top Notch Teacher” program highlights and celebrates the efforts of area teachers. Each month an area teacher is profiled on our newscasts and featured in a commercial that receives heavy rotation on both WISC-TV and UPN14.

Our station’s Web site, Channel 3000, highlights and expands upon these areas of community involvement by providing extra information on how viewers can get involved. For example, viewers can nominate a “Top Notch Teacher” on-line. Our Web site also has an extensive “health” section that features extensive health and wellness information, contact information, exercise tips, nutrition information, and healthy recipes.